



WPXI  
P.O. Box 640132  
Pittsburgh, PA 15264-0132  
ph: (412) 237-1100  
fx: (412) 237-2247

Advertiser  
Agency  
Buyer  
Salesperson

Pol/R Casey/D/US Senate (16759)  
Shorr & Associates (2909)  
D'ETTORRE, MICHAEL  
Telerep/Washington DC, Washington DC  
(1040)  
ph: (555) 555-5555  
Political - Federal Candidate (1067)  
POL/R CASEY/D/SEN/PA (134170)  
National/Political  
/06359618

Invoice 640741  
Inv Date 10/28/2012  
Terms Net 30  
Contract 334874  
Bill Type Standard  
Period 10/1/2012 - 10/28/2012

Shorr & Associates  
1831 Chestnut Street  
Philadelphia, PA 19103

AgM

Product  
Brand  
Acct Types  
Est/Headline  
Demo  
Revision  
Comments

BOB CASEY 10/02  
\*\*\*\*\* THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal  
Package  
Gen. Date 10/29/2012 1:23:28PM

Pittsburgh (WPXI)

## OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	<b>Contract Line Remarks:</b>		<b><u>TODAY 7-8A/1</u></b>						
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	10/02/12 7:29AM (Tu)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	10/03/12 7:29AM (We)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	10/04/12 7:57AM (Th)	00:30	Today Show	BCTV1208H	\$850.00	
	Spot	7:00:00AM- 8:00:00	Day, Tu-1, W-1, Th-1, F-1	10/05/12 7:22AM (Fr)	00:30	Today Show	BCTV1208H	\$850.00	
2.0	<b>Contract Line Remarks:</b>		<b><u>TODAY 7-8A/2</u></b>						
	Spot	7:00:00AM- 8:00:00	Day, M-1	10/08/12 7:57AM (Mo)	00:30	Today Show	BCTV1208H	\$850.00	
3.0	<b>Contract Line Remarks:</b>		<b><u>TODAY 8-9A/3</u></b>						
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/02/12 8:50AM (Tu)	00:30	Today Show	BCTV1208H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/03/12 8:59AM (We)	00:30	Today Show	BCTV1208H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/04/12 8:58AM (Th)	00:30	Today Show	BCTV1208H	\$800.00	
	Spot	8:00:00AM- 9:00:00	Day, Tu-1, W-1, Th-1, F-1	10/05/12 8:59AM (Fr)	00:30	Today Show	BCTV1208H	\$800.00	
4.0	<b>Contract Line Remarks:</b>		<b><u>TODAY 8-9A/4</u></b>						
	Spot	8:00:00AM- 9:00:00	Day, M-1	10/08/12 8:34AM (Mo)	00:30	Today Show	BCTV1208H	\$800.00	
5.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 6-7A/5</u></b>						
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/02/12 6:27AM (Tu)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/03/12 6:23AM (We)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/04/12 6:58AM (Th)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
	Spot	5:59:04AM-Channel	Day, Tu-1, W-1, Th-1, F-1	10/05/12 6:42AM (Fr)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
6.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 6-7A/6</u></b>						
	Spot	5:59:04AM-Channel	Day, M-1	10/08/12 6:23AM (Mo)	00:30	Channel 11 News 6am	BCTV1208H	\$1100.00	
7.0	<b>Contract Line Remarks:</b>		<b><u>JUDY 4-430P/7</u></b>						
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	10/02/12 4:12PM (Tu)	00:30	JUDGE JUDY 4P	BCTV1208H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	10/03/12 4:26PM (We)	00:30	JUDGE JUDY 4P	BCTV1208H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	10/04/12 4:10PM (Th)	00:30	JUDGE JUDY 4P	BCTV1208H	\$550.00	
	Spot	4:00:04PM-Judge Ju	Day, Tu-1, W-1, Th-1, F-1	10/05/12 4:10PM (Fr)	00:30	JUDGE JUDY 4P	BCTV1208H	\$550.00	
8.0	<b>Contract Line Remarks:</b>		<b><u>JUDY 4-430P/8</u></b>						
	Spot	4:00:04PM-Judge Ju	Day, M-1	10/08/12 4:13PM (Mo)	00:30	JUDGE JUDY 4P	BCTV1208H	\$550.00	
9.0	<b>Contract Line Remarks:</b>		<b><u>NEWS 6-630P/9</u></b>						
	Spot	6:00:04PM-CHANNE	Day, Sa-1	10/06/12 6:21PM (Sa)	00:30	CHANNEL 11 NEWS	BCTV1208H	\$850.00	
10.0	<b>Contract Line Remarks:</b>		<b><u>JEOP 7-730P/10</u></b>						
	Spot	6:59:29PM-Jeopardy	Per week (2), Tu, We, Th, Fr	10/02/12 7:24PM (Tu)	00:30	Jeopardy	BCTV1208H	\$2200.00	
	Spot	6:59:29PM-Jeopardy	Per week (2), Tu, We, Th, Fr	10/04/12 7:06PM (Th)	00:30	Jeopardy	BCTV1208H	\$2200.00	
11.0	<b>Contract Line Remarks:</b>		<b><u>WHEEL 730-8P/11</u></b>						
	Spot	7:30:04PM-WHEEL C	Per week (3), Tu, We, Th, Fr	10/03/12 7:43PM (We)	00:30	Wheel Of Fortune	BCTV1208H	\$2200.00	
	Spot	7:30:04PM-WHEEL C	Per week (3), Tu, We, Th, Fr	10/04/12 7:42PM (Th)	00:30	Wheel Of Fortune	BCTV1208H	\$2200.00	
	Spot	7:30:04PM-WHEEL C	Per week (3), Tu, We, Th, Fr	10/05/12 7:43PM (Fr)	00:30	Wheel Of Fortune	BCTV1208H	\$2200.00	
12.0	<b>Contract Line Remarks:</b>		<b><u>LATE NEWS/12</u></b>						
	Spot	10:59:34PM-CHANNE	Per week (2), Tu, We, Th, Fr	10/03/12 11:22PM (We)	00:30	CHANNEL 11 NEWS AT 11P	BCTV1208H	\$2700.00	



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13.0	<b>Contract Line Remarks: SAT NEWS 8-1030A/13</b>								
	Spot	8:00:00AM-10:30:00	Day, Sa-2	10/06/12 8:27AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	BCTV1208H	\$500.00	
	Spot	8:00:00AM-10:30:00	Day, Sa-2	10/06/12 10:29AM (Sa)	00:30	CHANNEL 11 SATURDAY MORN NEWS	BCTV1208H	\$500.00	

**REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132**

**We warrant that the actual broadcast information shown on this invoice was taken from the official log.**

Gross Total	<b>\$34,750.00</b>	Total Spots	30
Commission	<b>(\$5,212.50)</b>		
Net Total	<b>\$29,537.50</b>		